

6.1040: Software Design

Visual Design

Arvind Satyanarayan & Max Goldman

Fall '24

Usability criteria

Learnability
Efficiency
Error-tolerance
Pleasantness
Safety
Security
Accessibility

Heuristics: Physical

Fitts's law
Perceptual fusion
Gestalt principles
Mapping
Situational context
Accelerators
Typography

Linguistic

Speak the user's language
Consistency
Recognition vs. recall
Information scent

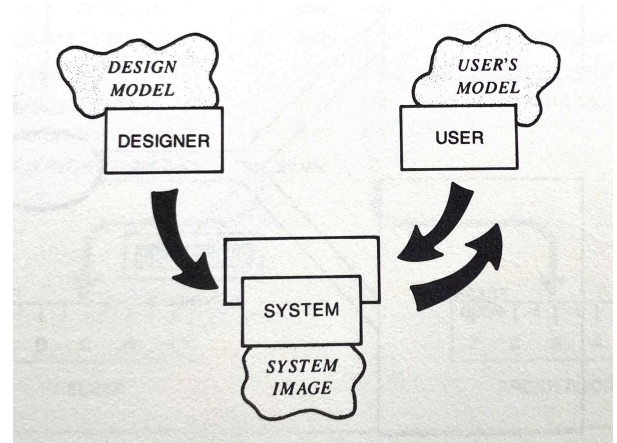
What is good visual design?

Make things look aesthetically pleasing?

Yes! But also...

guide users by conveying structure, relative importance, relationships

pace users by drawing them into your app, orienting them, showing where to go



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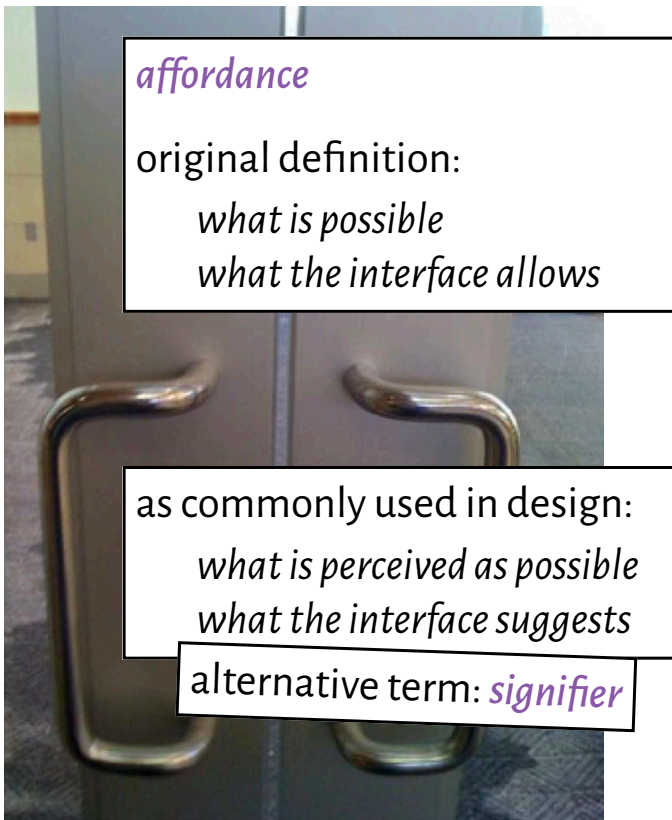
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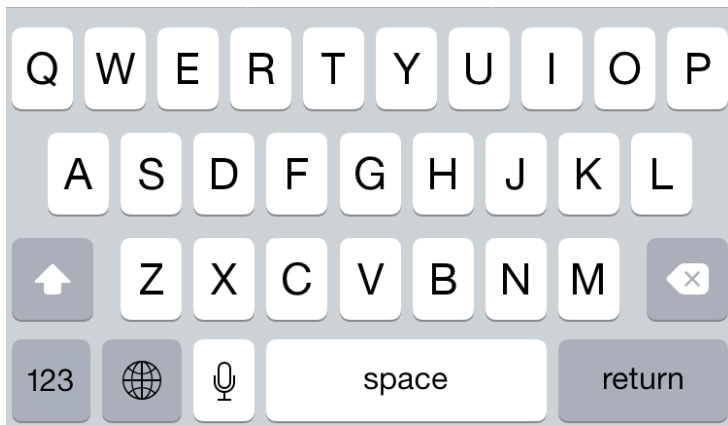
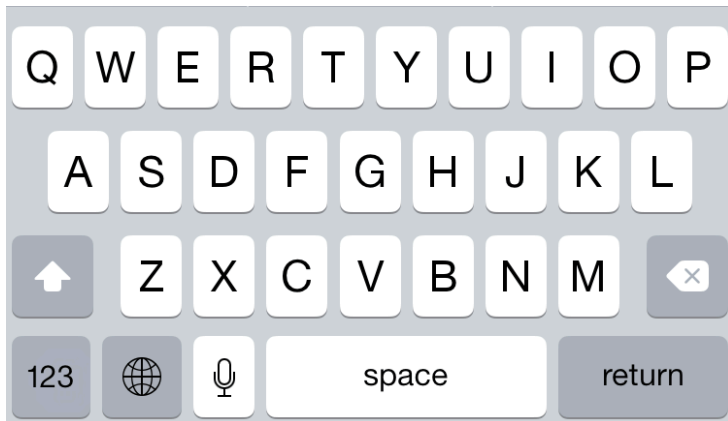
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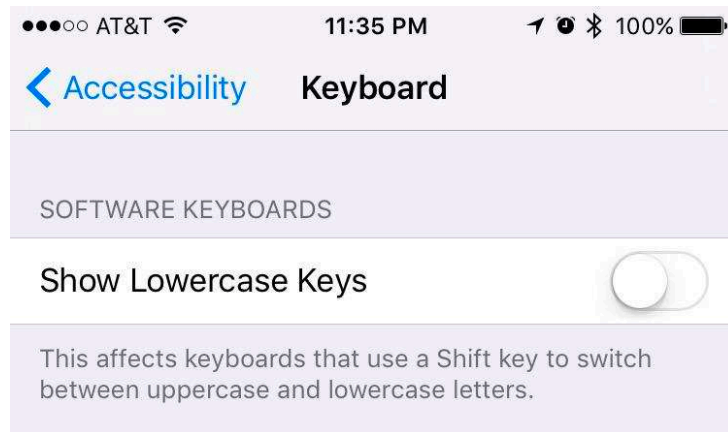
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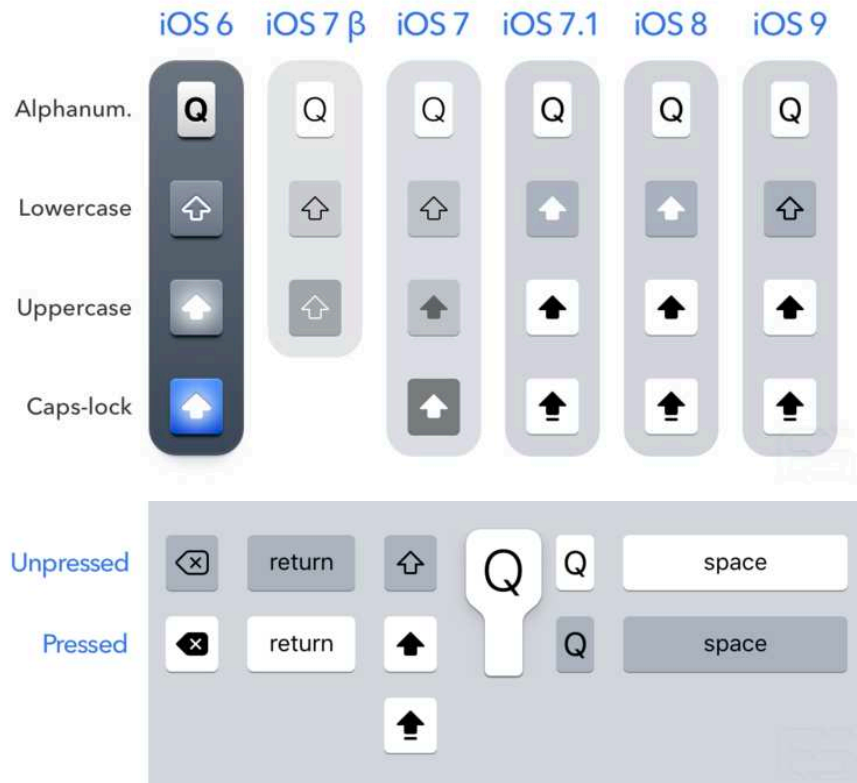
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- ✓ Pleasantness
- ✓ Accessibility
- ✓ Learnability
- ✓ Efficiency
- ✓ Safety
- ✓ and others as well

Gestalt principles

pragnanz: we favor the simplest and most stable interpretations

Figure / Ground

Proximity

Similarity

Symmetry

Connectedness

Continuity

Closure

Common Fate

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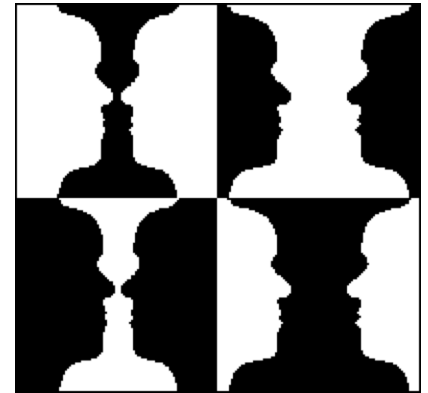
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Closure

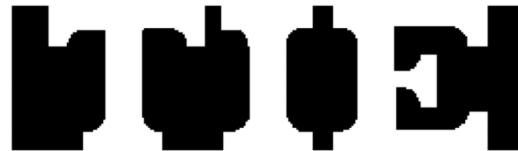
Common Fate



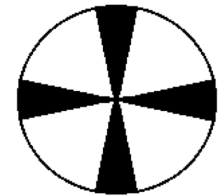
Ambiguous — vase or faces?



Unambiguous?



Surroundedness



Relative size

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Proximity

Similarity

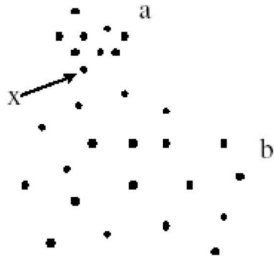
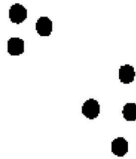
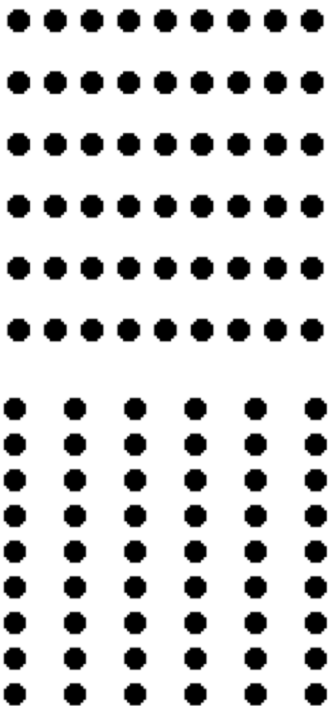
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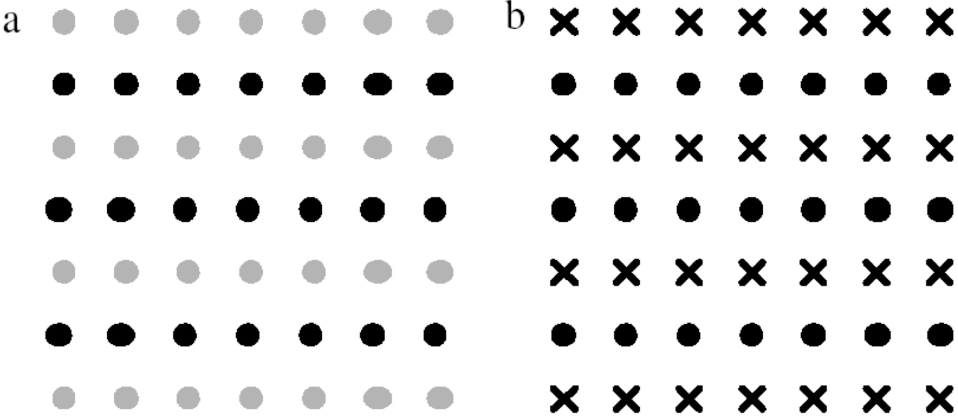
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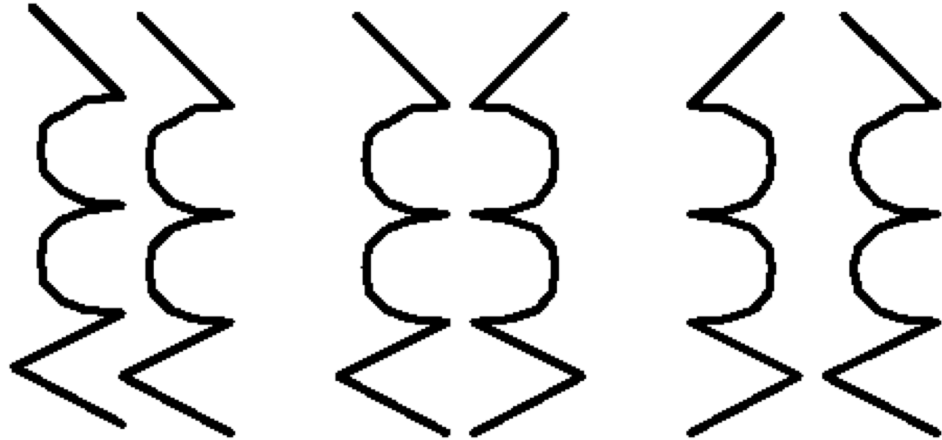
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Closure

Common Fate



Bilateral symmetry gives the strong sense of a figure

Gestalt principles

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Figure / Ground

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Similarity

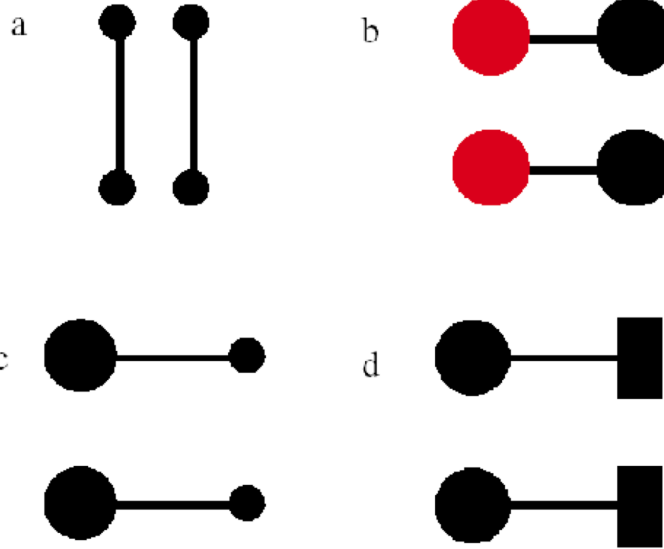
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Connectedness overrules proximity, size, color, shape, *etc.*

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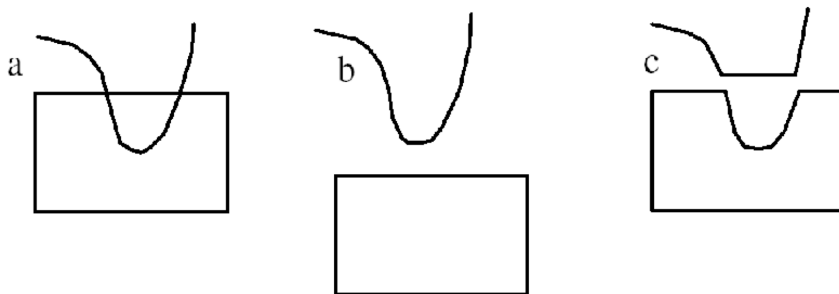
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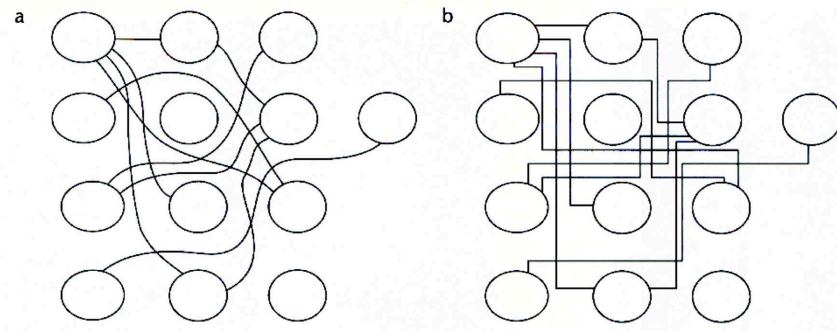
Continuity

Closure

Common Fate



Prefer smooth, not abrupt, changes



Connections clearer with smooth contours

Gestalt principles

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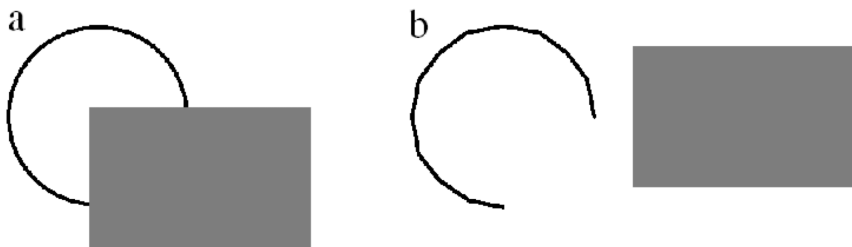
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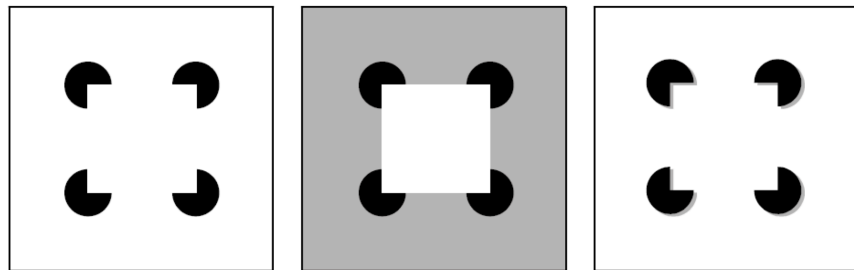
Continuity

Closure

Common Fate



Prefer closed, not broken, figures



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The elements of visual design

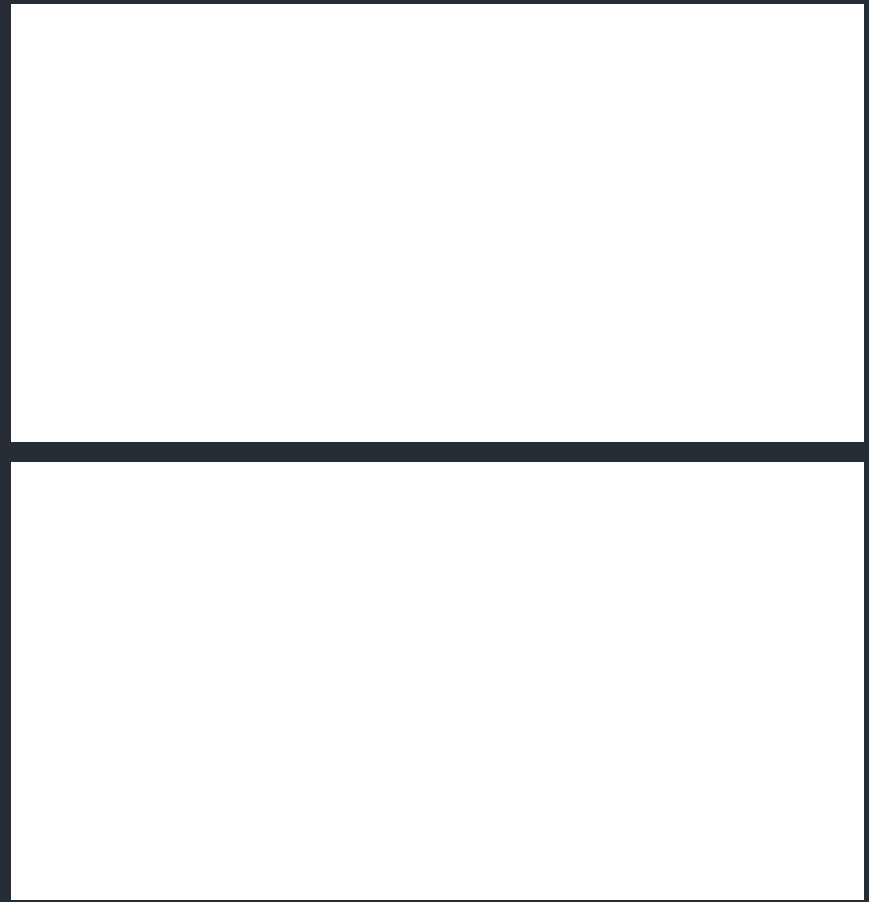
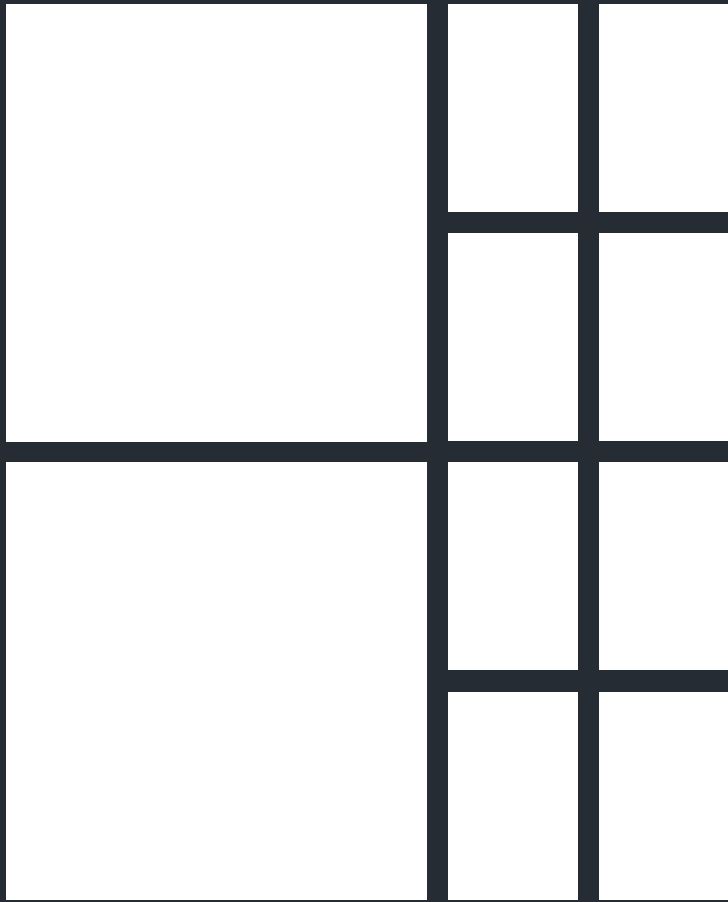
Layout

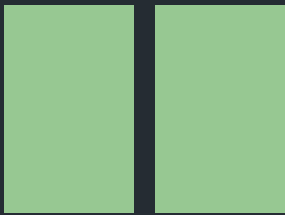
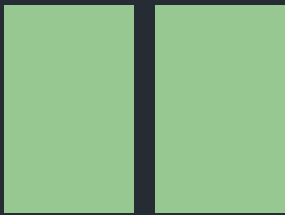
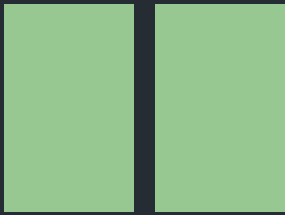
Typography

Color

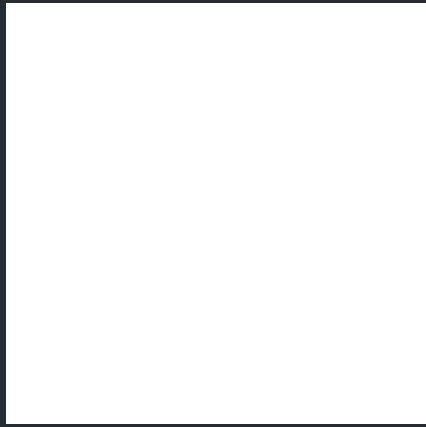
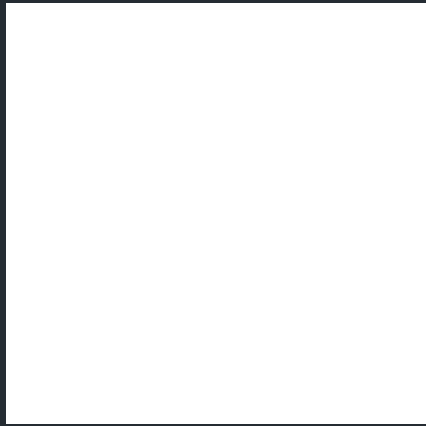












Information architecture

What is the structure of your application?

How do elements relate to each other?

How do users navigate it?

Waze

Get the best route, every day, with real-time help from other drivers.

Waze is the world's largest community-based traffic and navigation app. Join millions of drivers in your area who track real-time traffic and road conditions to save you time and gas money on their daily commutes.

WAZE: OUTSMARTING TRAFFIC, TOGETHER.

WAZE CARNIVAL

Nothing can beat real people working together.

Traffic is more than just red lines on the map.

With community-edited maps, you won't hit a dead end.

Your friends are just around the corner.

Save on gas, every time you fill up.

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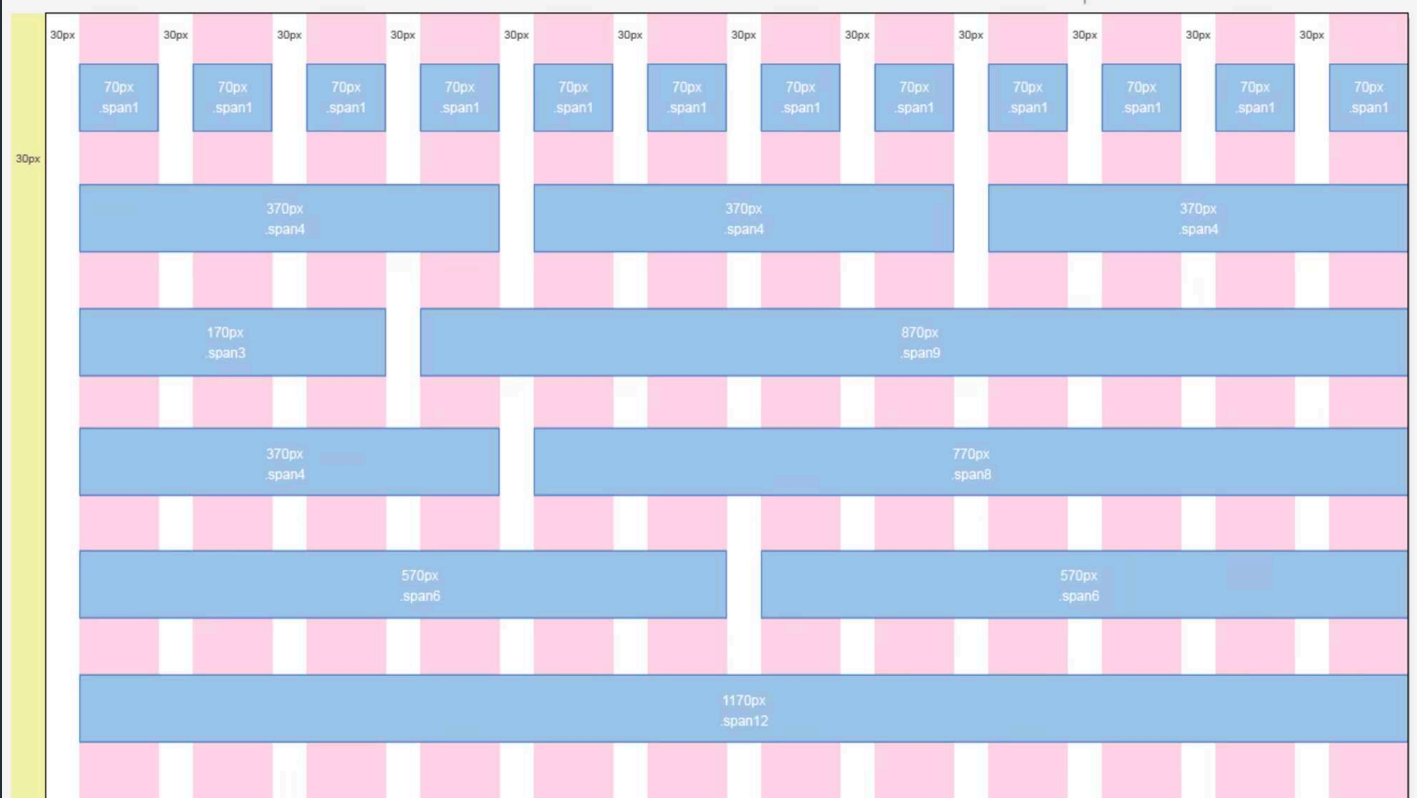


Grid system

Gutter/
Alley

Columns, often *e.g.* 12 for easy division into groups

Margin





September 29, 2019

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Edition: U.S. & World | Regional

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By Greg Miller, Greg Jaffe and Karoun Demirjian



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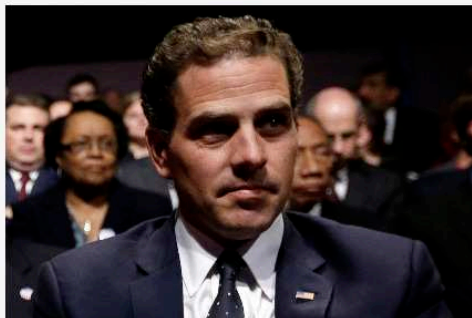
By Rachael Bade and Mike DeBonis · 2 hours ago

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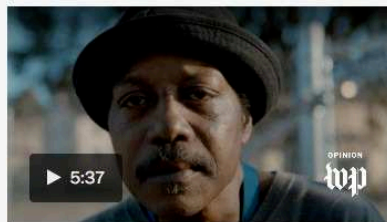


Hunter Biden attends the vice-presidential debate in 2012. (AP)

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Video



(Joy Sharon Yi/The Washington Post)

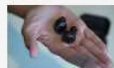
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BY THE WAY

The Washington Post

There's more to see.

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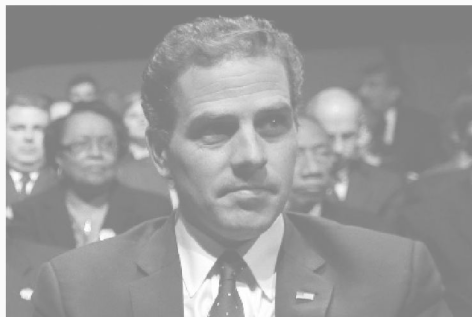
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After the digest of the Federal Election Commission was withheld from its weekly posting, the chair spread it on twitter.

By Alex Horton



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By Paul Sonne, Michael Kranish and Matt Viser



Rep. Amodei denies he was first House Republican to back inquiry



Trump backers race to unmask whistleblower



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Opinions



Impeachment isn't mandatory — even if Trump committed impeachable acts

By Keith E. Whittington



I listened to dozens of Obama's calls. Trump knows that's perfectly normal.

By Joel Willett



Democrats' impeachment drama



Aid to Ukraine helps it fight Russia. In



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3 State Dept. intensifies email probe of Hillary Clinton's former aides



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Alec Baldwin returns for SNL's cold open, which tackles impeachment (and features a surprise guest)



5 Staring down impeachment, Trump sees himself as a victim of historic proportions



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impeachable acts

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normal.

By Joel Willett



Aid to Ukraine helps it fight Russia. In restricting it, Trump helped Putin.

By Evelyn N. Farkas



The Ukraine facts are clear. But does truth still matter?

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Market Watch

Dow 26,820.25	Today ↓ 0.26%
S&P 2,961.79	Today ↓ 0.53%
NASDAQ 7,939.63	Today ↓ 1.13%

Last Updated:09/27/2019

By The Way

Detours with locals. Travel tips you can trust.



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The federal government now designates nearly 80 percent of the rural United States as "medically underserved."

By Eli Saslow



Hong Kong police smash anti-China demonstration, creating chaos in downtown

Police hit hard against protesters in a likely effort to deter demonstrations on the upcoming anniversary of the People's Republic of China.

By Shibani Mehtani and Timothy McLaughlin • 13 minutes ago

Here are some of the new weapons China will unveil at Tuesday's military parade



Analysis

Responsive grids

Bootstrap grid examples

Basic grid layouts to get you familiar with building within the Bootstrap grid system.

In these examples the `.themed-grid-col` class is added to the columns to add some theming. This is not a class that is available in Bootstrap by default.

Five grid tiers

There are five tiers to the Bootstrap grid system, one for each range of devices we support. Each tier starts at a minimum viewport size and automatically applies to the larger devices unless overridden.

<code>.col-4</code>	<code>.col-4</code>	<code>.col-4</code>
<code>.col-sm-4</code>	<code>.col-sm-4</code>	<code>.col-sm-4</code>
<code>.col-md-4</code>	<code>.col-md-4</code>	<code>.col-md-4</code>
<code>.col-lg-4</code>	<code>.col-lg-4</code>	<code>.col-lg-4</code>
<code>.col-xl-4</code>	<code>.col-xl-4</code>	<code>.col-xl-4</code>
<code>.col-xxl-4</code>	<code>.col-xxl-4</code>	<code>.col-xxl-4</code>

Three equal columns

Get three equal-width columns **starting at desktops and scaling to large desktops**. On mobile devices, tablets and below, the columns will automatically stack.

<https://getbootstrap.com/docs/5.3/examples/grid/>

<code>.col-md-4</code>	<code>.col-md-4</code>	<code>.col-md-4</code>
------------------------	------------------------	------------------------

Design critique

Structure:

“I like...”

“I wish...”

“What if...?”



Design critique

Structure:

“I like...”

“I wish...”

“What if...?”



The elements of visual design

Layout

Typography

Color

Basic typographic definitions

B } font size

B B B
Gill Sans Helvetica Neue Courier New

measured in *points*

Six } x-height

SixSixSix
Gill Sans Lucida Grande Baskerville

Weight

light regular **bold**
thin **semi-bold** **black**

ih t f p ih t f p
Lucida Grande Baskerville

Basic typographic definitions

B } font size

B B B

Gill Sans

Helvetica Neue

Courier New

Six } x-height

SixSixSix

Gill Sans

Lucida Grande

Baskerville

Weight

light regular bold

thin semi-bold **black**

Alegreya (serif)

Alegreya Sans

Basic typographic definitions

B } font size

B B B

Gill Sans Helvetica Neue Courier New

Six } x-height

SixSixSix

Gill Sans Lucida Grande Baskerville

Weight

light regular bold

thin semi-bold **black**

Alegreya (serif)

Alegreya Sans

IBM Plex Mono (e.g. WWW iii)

Alegreya

 DESELECT THIS FONT

Glyph

Aa

Characters

ABCČĆĐĚFGHIJKLMNOPQRSŠTU
 VWXYZŽabcdefghijklmnopqrstuvwxyz
 ЪЫЭЮЯабвггджеежзѕииїјкљм
 њопрстћуџфхццшщѣ
 ЪЫЭЮЯабвггджеежзѕииїјкљм
 њопрстћуџфхццшщѣыьэюяАВГДЕ
 ЗНΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβγδεζ
 ηθικλμνξοπρστυφχψωάΑέΕήϊίΪ
 ΌύϋϋΥΰάάέέήήϊϊόόύύώώΩĂĂÊËÏ
 ŐŰăâêôσϰ1234567890?!"(%)#[]@}/&
 \< - + ÷ × = > © \$ € £ ¥ ¢ ; , . *

Styles

Type here to preview text
Hello, 6.170

40px 

Hello, 6.170
Hello, 6.170
Hello, 6.170
Hello, 6.170
Hello, 6.170
*****Hello, 6.170*****
******Hello, 6.170******
********Hello, 6.170********

Designer

 Huerta Tipográfica
Principal design

Argentina

Huerta Tipográfica is a collaborative
 Argentinian type foundry with a deep
 respect for design and typography.
 Founded in 2009, the company began as
 a place to meet, cooperate, and share
 experiences while collaborating on
 academic and commercial projects.
 Huerta Tipográfica develops custom and
 retail fonts with libre, proprietary, or
 exclusive licenses, and is strongly
 committed to creating innovative and
 functional type. Their award-winning work
 has been recognized by Letter2, Tipos
 Latinos, and the Bienal Iberoamericana de
 Diseño.

[GitHub](#) | [Twitter](#)

About

Alegreya was chosen as one of 53 "Fonts
 of the Decade" at the ATypI Letter2
 competition in September 2011, and one
 of the top 14 text type systems. It was
 also selected in the 2nd Bienal
 Iberoamericana de Diseño, competition
 held in Madrid in 2010.

Alegreya is a typeface originally intended
 for literature. Among its crowning
 characteristics, it conveys a dynamic and
 varied rhythm which facilitates the
 reading of long texts. Also, it provides
 freshness to the page while referring to
 the calligraphic letter, not as a literal
 interpretation, but rather in a
 contemporary typographic language.

The italic has just as much care and
 attention to detail in the design as the
 roman. The bold weights are strong, and
 the Black weights are really experimental
 for the genre. There is also a **Small Caps**
 sister family.

Not only does Alegreya provide great
 performance, but also achieves a strong
 and harmonious text by means of
 elements designed in an atmosphere of
 diversity.

The Alegreya type system is a "super
 family", originally intended for literature,
 and includes serif and **sans serif** sister

Adobe Fonts



My Adobe Fonts

Alegreya Sans

Designed by Juan Pablo del Peral. From Huerta Tipográfica.

Licensed for Personal & Commercial Use [Learn More](#)
[Fonts](#) [About](#) [Usage](#) [Details](#)

Add to Web Project

View

Sample Text

Text Size

36

28 fonts.

Alegreya Sans Thin [</>](#)

The quick brown fox jumps over the lazy dog

Alegreya Sans Thin Italic [</>](#)

*The quick brown fox jumps over the lazy dog*Alegreya Sans Light [</>](#)

The quick brown fox jumps over the lazy dog

Alegreya Sans Light Italic [</>](#)

*The quick brown fox jumps over the lazy dog*Alegreya Sans Regular [</>](#)

The quick brown fox jumps over the lazy dog

Alegreya Sans Italic [</>](#)

*The quick brown fox jumps over the lazy dog*Alegreya Sans Medium [</>](#)

The quick brown fox jumps over the lazy dog

Alegreya Sans Medium Italic [</>](#)

Software Studio	6.170
Engineering Interactive Technologies.....	6.810
Principles and Practice of Assistive Technology.....	6.811
Intelligent Multimodal User Interfaces.....	6.835
Interactive Data Visualization & Society.....	6.C35/C85
Advanced Identity Representation.....	CMS.628/828
Imagination, Computation, and Expression Studio	CMS.627/827

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- 6.810 **Engineering Interactive Technologies**
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Intelligent Multimodal User Interfaces

Davis

6.C35/C85

Interactive Data Visualization & Society

Design critique

Structure:

“I like...”

“I wish...”

“What if...?”

The screenshot shows the Craigslist website for Boston. The browser address bar displays "boston.craigslist.org". The page features a search bar with the text "search craigslist" and a calendar for the month of March. The main content area is divided into three columns: "community", "housing", and "jobs". The "community" column lists categories like "activities", "artists", and "childcare". The "housing" column lists "apts / housing", "housing swap", and "housing wanted". The "jobs" column lists "accounting+finance", "admin / office", and "arch / engineering". A "services" section is also present, listing "automotive", "beauty", and "cell/mobile". A "discussion forums" section lists "android", "apple", and "arts". On the right side, there is a "nearby cl" section listing various nearby locations like "albany", "allentown", and "binghamton".

craigslist

create a posting
my account

search craigslist

event calendar

M	T	W	T	F	S	S
23	24	25	26	27	28	29
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20

help, faq, abuse, legal
avoid scams & fraud
personal safety tips
terms of use ^{new}
privacy policy
system status

about craigslist
craigslist is hiring in sf
craigslist open source
craigslist blog
best-of-craigslist
craigslist TV
"craigslist joe"
craig connects

community

- activities
- artists
- childcare
- classes
- events
- general
- groups
- local news
- lost+found
- missed
- connections
- musicians
- pets
- politics
- rants & raves
- rideshare
- volunteers

services

- automotive
- beauty
- cell/mobile
- computer
- creative
- cycle
- event
- farm+garden
- financial
- household
- labor/move
- legal
- lessons
- marine
- pet
- real estate
- skilled trade
- sm biz ads
- travel/vac
- write/ed/tran

discussion forums

- android
- apple
- arts
- atheist
- autos
- beauty
- bikes
- celebs
- comp
- cosmos
- diet
- divorce
- frugal
- gaming
- garden
- haiku
- help
- history
- housing
- jobs
- jokes
- legal
- linux
- manners
- pets
- philos
- photo
- politics
- psych
- recover
- religion
- rofo
- science
- spirit
- sports
- super

housing

- apts / housing
- housing swap
- housing wanted
- office / commercial
- parking / storage
- real estate for sale
- rooms / shared
- rooms wanted
- sublets / temporary
- vacation rentals

for sale

- antiques
- appliances
- arts+crafts
- atv/utv/sno
- auto parts
- aviation
- baby+kid
- barter
- beauty+hith
- bike parts
- bikes
- boat parts
- boats
- books
- business
- cars+trucks
- cds/dvd/vhs
- cell phones
- clothes+acc
- collectibles
- computer parts
- farm+garden
- free
- furniture
- garage sale
- general
- heavy equip
- household
- jewelry
- materials
- motorcycle parts
- motorcycles
- music instr
- photo+video
- rvs+camp
- sporting
- tickets
- tools
- toys+games
- trailers
- video gaming
- wanted

jobs

- accounting+finance
- admin / office
- arch / engineering
- art / media / design
- biotech / science
- business / mgmt
- customer service
- education
- etc / misc
- food / bev / hosp
- general labor
- government
- human resources
- legal / paralegal
- manufacturing
- marketing / pr / ad
- medical / health
- nonprofit sector
- real estate
- retail / wholesale
- sales / biz dev
- salon / spa / fitness
- security
- skilled trade / craft
- software / qa / dba
- systems / network
- technical support
- transport
- tv / film / video
- web / info design
- writing / editing

english

nearby cl

- albany
- allentown
- binghamton
- cape cod
- catskills
- central nj
- eastern ct
- glens falls
- hartford
- hudson valley
- jersey shore
- long island
- maine
- new hampshire
- new haven
- new york
- north jersey
- northwest ct
- oneonta
- plattsburgh
- poconos
- potsdam-massena
- rhode island
- scranton
- south coast
- syracuse
- utica
- vermont
- western mass
- worcester

us cities

us states

canada

cl worldwide

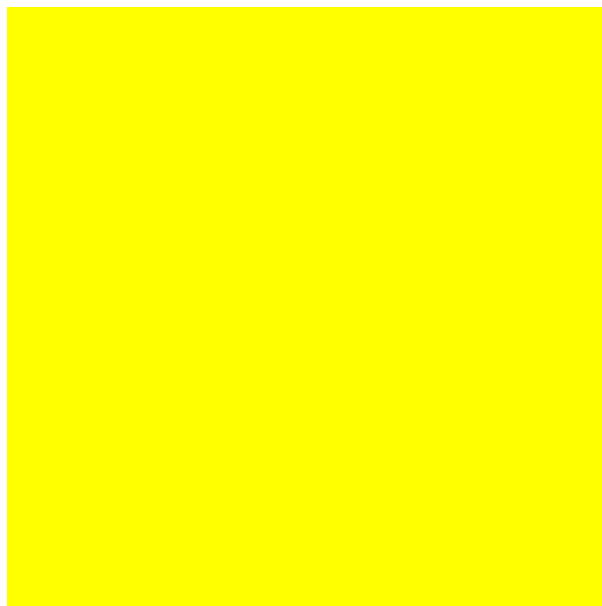
The elements of visual design

Layout

Typography

Color

What color is this?



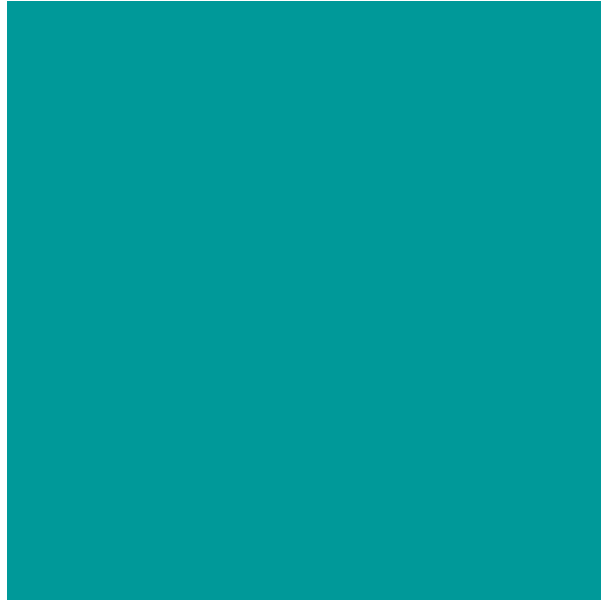
“yellow”

What color is this?



“blue”

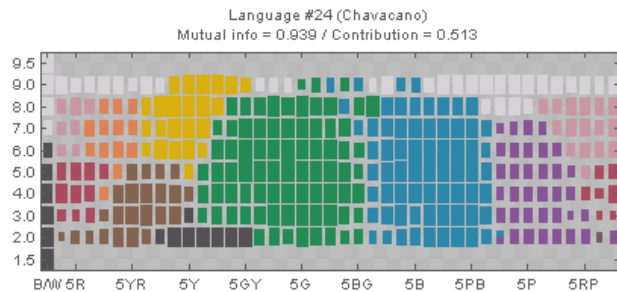
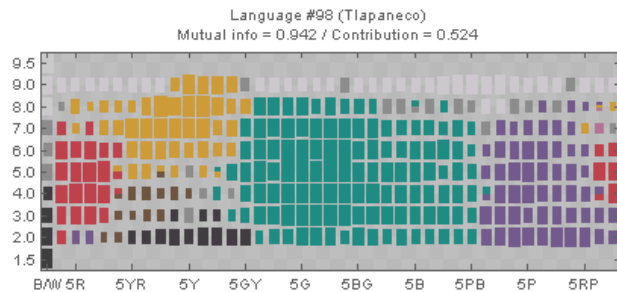
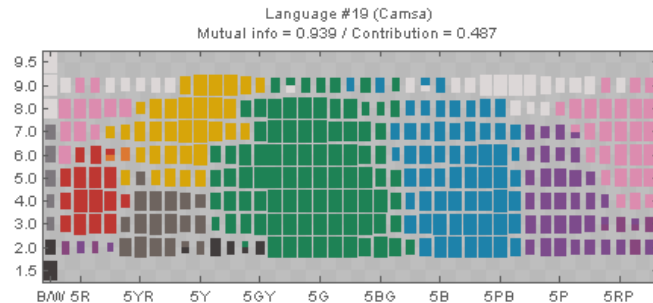
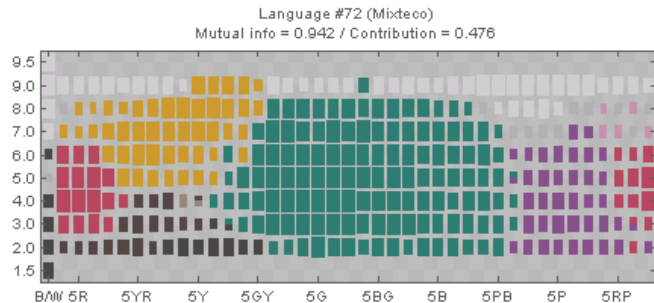
What color is this?



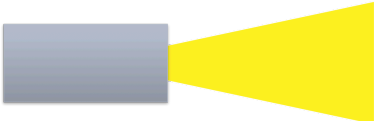
“teal”? “aqua”?

Color naming

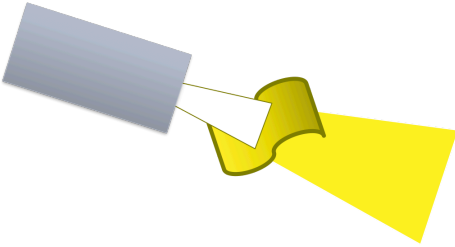
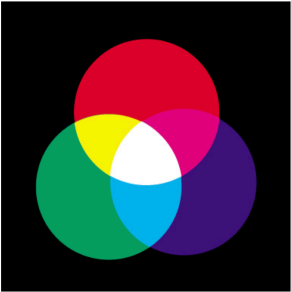
Is color naming universal? Do languages evolve color terms in similar ways?



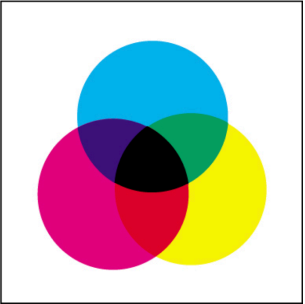
Additive and subtractive color



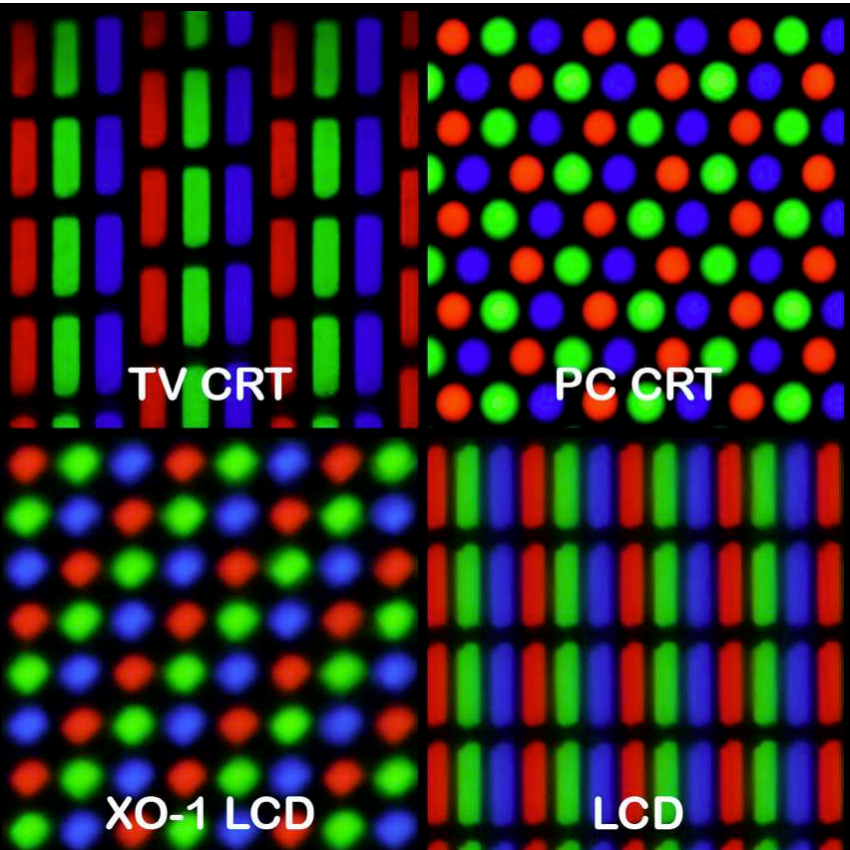
Additive
e.g. digital displays



Subtractive
e.g. print
epaper



24-bit RGB color



8 bits each to describe amounts of red, green, & blue

$2^8 = 256$ states each

$256^3 \sim 16$ million colors

`rgb(231, 69, 82)`

`rgb(60%, 78%, 57%)`

`#6eb4fd`

So what's wrong with RGB?

Not how we naturally express or think about color

Not perceptually uniform



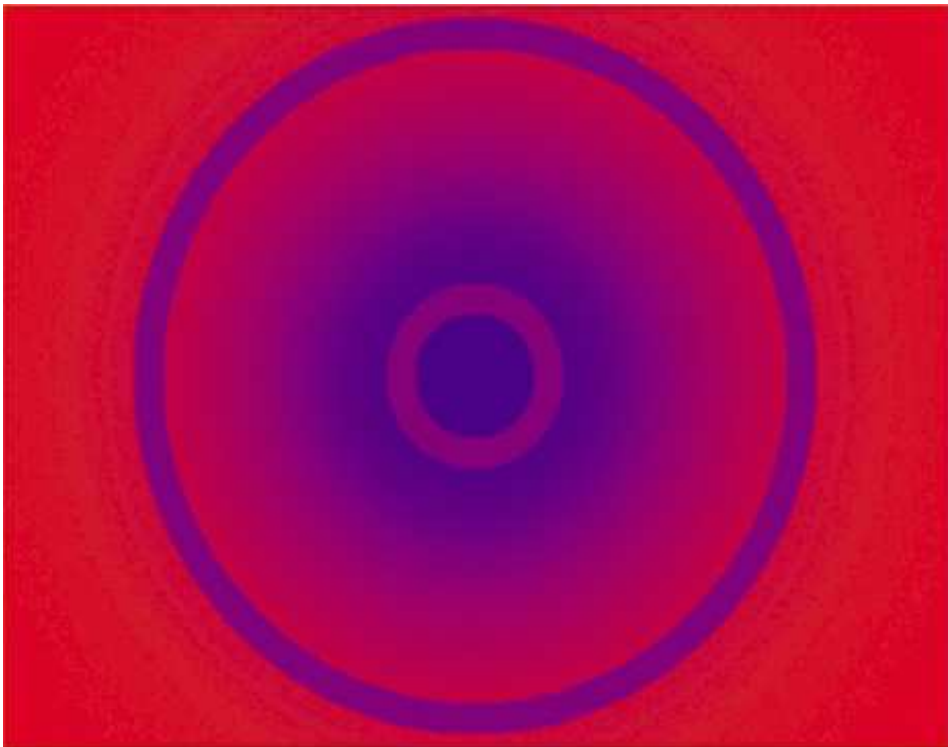


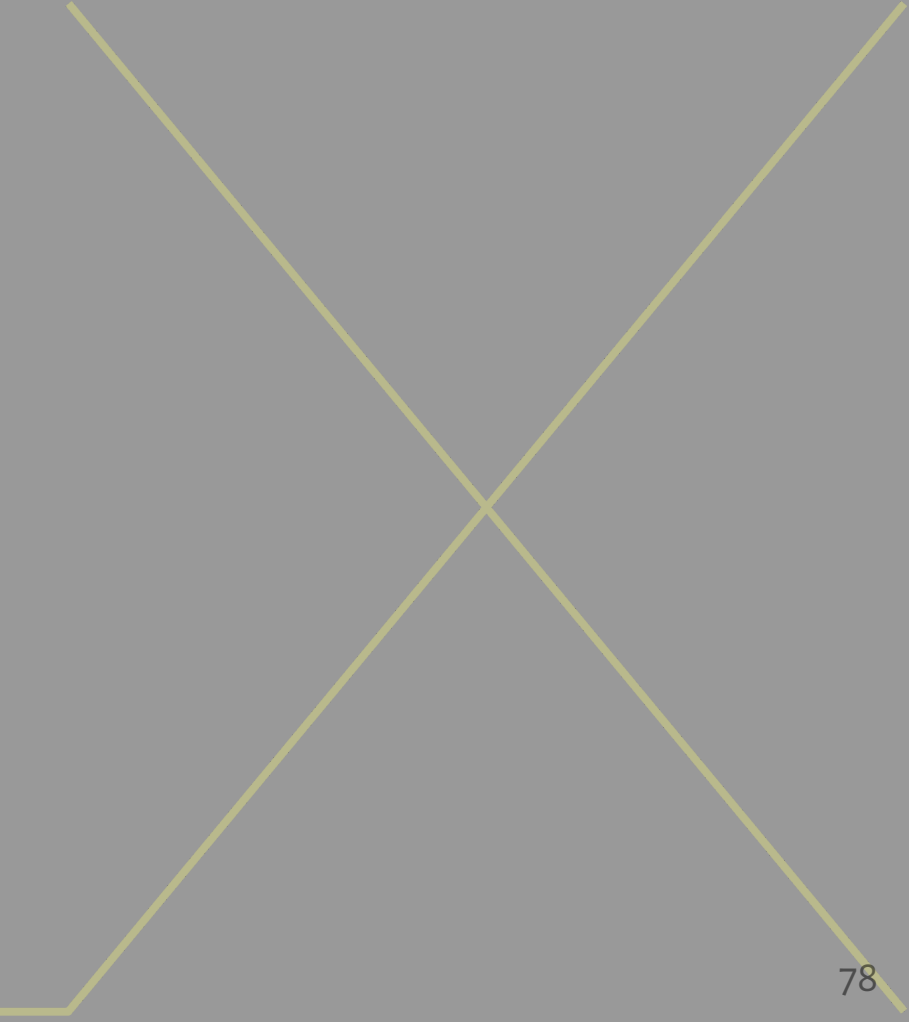
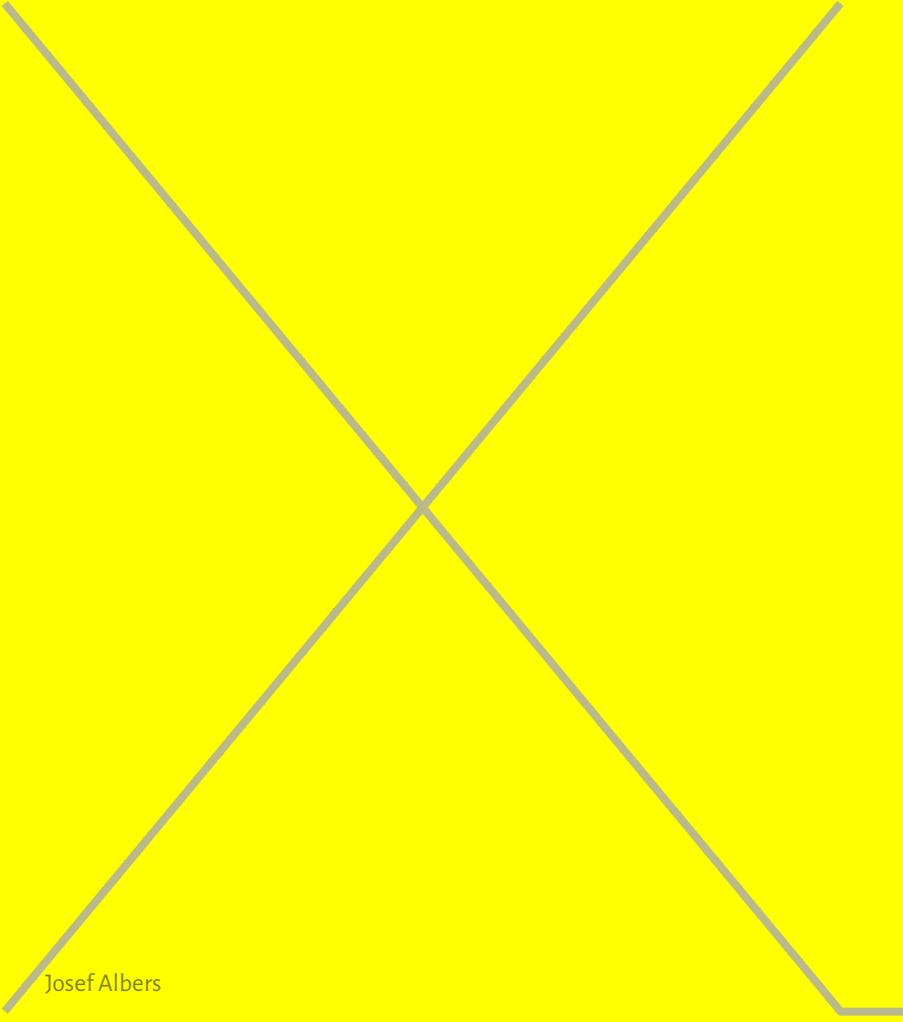


Simultaneous contrast

When two colors are side-by-side,
they interact and affect our perception

*The inner and outer purple rings are, in fact,
the same display purple*





Bezold effect

Color appearance depends on adjacent colors

E.g., adding a dark border around a color can make the color appear darker



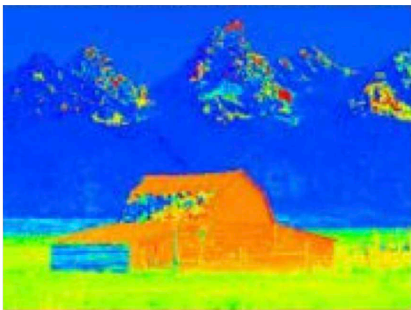
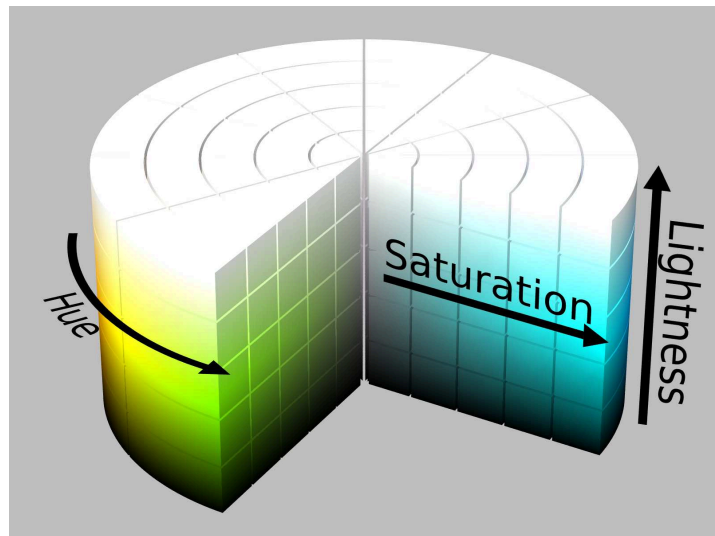
6.C35/C85 Interactive Data Visualization & Society

Hue, saturation, lightness

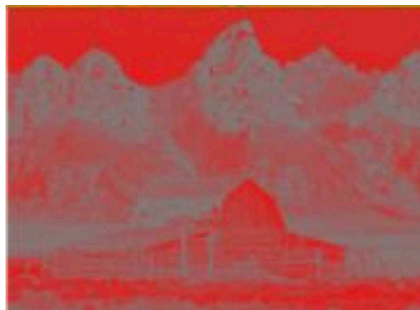
Hue: what we typically think of as the “color”

Saturation: the “colorfulness” of the hue
~ *how much gray vs. color does it contain*

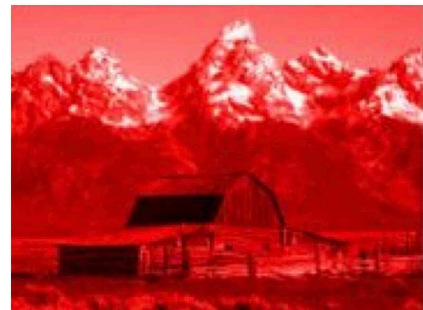
Lightness: the brightness of the hue
~ *how light vs. dark does it look*



hue

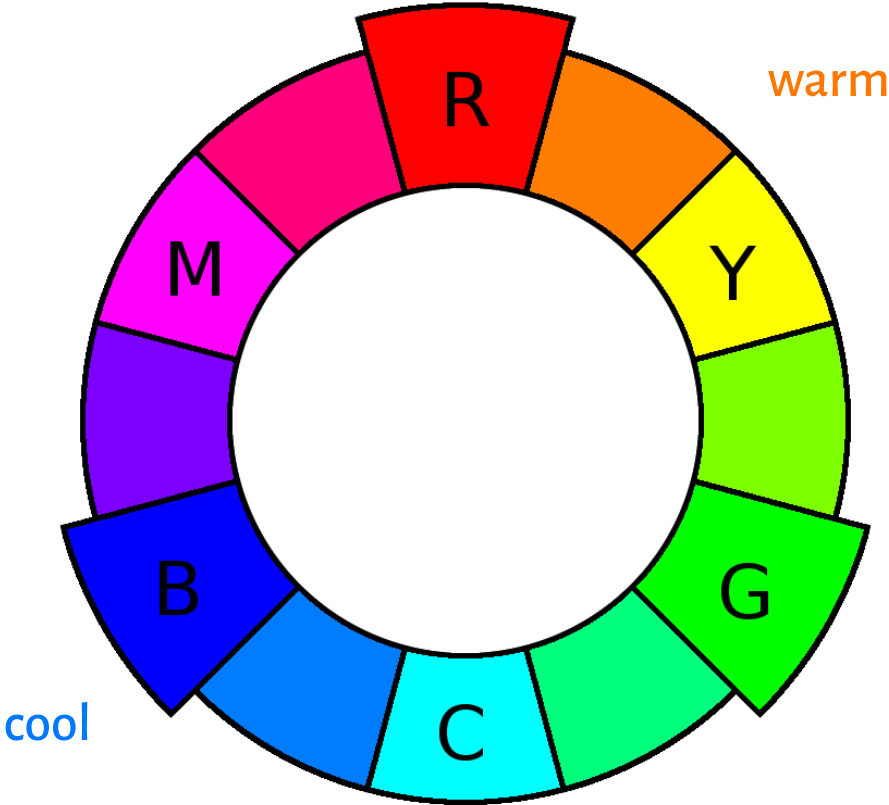


saturation



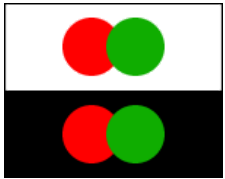
lightness

Color wheel



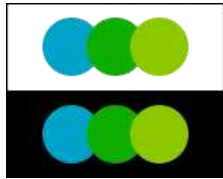
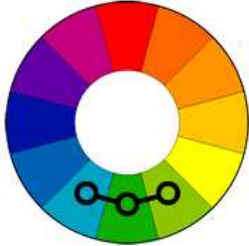
Color “harmonies”

Complementary



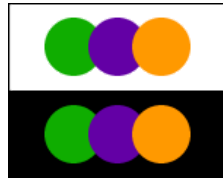
- ✓ High contrast
- ✓ Stands out, calls attention
- ✗ Quite bad for text

Analogous

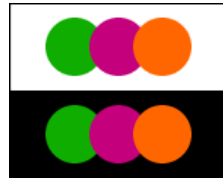
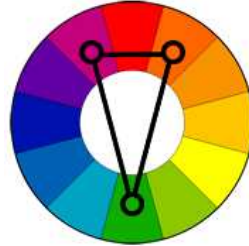


- ✓ Pleasing, occur in nature
- Choose one main color, others to support/accent
- Make sure you have sufficient contrast

Triadic

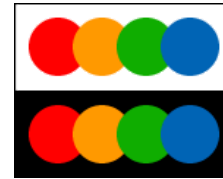
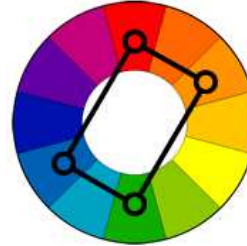


Split complementary

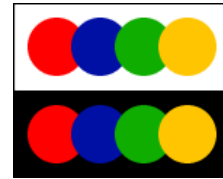
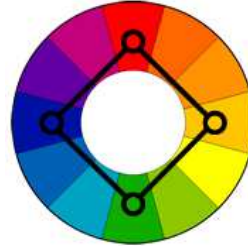


- ✓ Similar effect as complementary
- ✓ Easier to work with as adjacent colors introduce less tension

Rectangular (tetradic)



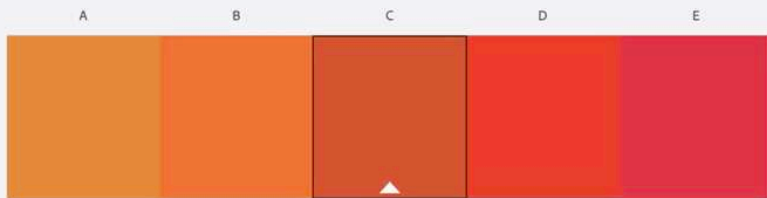
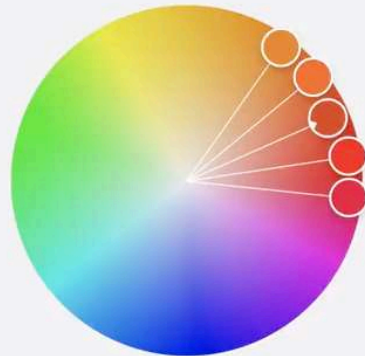
Square



Color Wheel Extract Theme Extract Gradient Accessibility Tools **New**

Apply Color Harmony Rule

- Analogous
- Monochromatic
- Triad
- Complementary
- Split Complementary
- Double Split Complementary
- Square
- Compound
- Shades
- Custom



#F58911 #FF6C12 #E84B1C #FF2712 #F5113F

R 245 255 232 255 245

G 137 108 75 39 17

Color Mode



Sign into Creative Cloud to save this Color Theme, created from color wheel or image.

You can then use your saved color themes, in Adobe products (Photoshop, Illustrator, Fresco etc.), via Adobe color theme panel or CC Libraries.

Save

Today

Visual design

Guiding and pacing users

Gestalt principles

Figure/ground

Proximity

Similarity

Layout

Typography

Color

Looking ahead

User testing